

# H. BELL-IRVING & CO. LTD.

(Insurance Department)

## INSURANCE AND Financial Agents

Represent The Caledonia and British Columbia  
Mortgage Co., Ltd., of Glasgow, Scotland

322 RICHARDS STREET

VANCOUVER, B. C.

# Westminster Trust Company

NEW WESTMINSTER, B. C.

ACTS AS  
Assignee, Liquidator, Trustee  
and Agent

RENTS AND ACCOUNTS COLLECTED

ESTABLISHED 1887

# PEMBERTON & SON

## General Financial Agents

Head Office:

PEMBERTON BLDG., VICTORIA, B.C.

Vancouver Office: 326 Homer Street

## AN OPPORTUNITY FOR BRITISH COLUMBIA.

According to Mr. C. W. Barron, head of the Wall Street Journal, Boston News Bureau and Philadelphia News Bureau, the greatest immediate asset available to Canada is the bringing here of American business men and tourists. In an interview with a Journal of Commerce representative, Mr. Barron said:—

"Europe is closed to the American traveller, and the \$75,000,000 to \$100,000,000 which they formerly spent in Europe will now be spent in their own country and in Canada. If Canadian steamship men, railroad companies and hotel proprietors are alive to their opportunities, they will start such an advertising campaign that both Americans and Canadians will travel from end to end of your country and spend the money which was formerly left in Europe. Canada is practically an unexplored land and is filled with wonderful fresh-water lakes, beautiful rivers, picturesque mountains and invaluable health resorts. Certain sections of the country, such as Muskoka and the Lower St. Lawrence, are known to a few Americans, but your great land as a whole is a sealed book to the people of the United States.

"Canada can reap an immediate harvest by bringing tens of thousands of American tourists to her resorts. The average American is a great traveller, and despite the American railroad slogan of 'See America First,' much prefers going to a foreign country to travelling at home. You have an opportunity to supply that desire."

The Journal of Commerce thoroughly agrees with the views expressed by Mr. Barron. We believe that a vigorous, well directed campaign on the part of our railroads, steamboat companies and hotels would result in an immense impetus to the tourist trade. The Americans are generous spenders of money, and there is no doubt but that thousands of them would come to Canada if the attractions of this country were properly placed before them. Canada is the sportsman's and tourist's paradise. Our lakes, rivers and mountains are unequalled by those of any other country in the world. A little judicious advertising on the part of our transportation companies would make Canada the world's great playground, and bring unlimited prosperity to the country.—Journal of Commerce.

## CREDIT MEN'S ANNUAL MEETING.

The Canadian Credit Men's Trust Association held its annual meeting at the Commercial Club on the evening of April 16.

Mr. G. S. Harrison, manager of the Merchants' Bank; Mr. W. S. Fallis, of the Sherwin-Williams Paint Company, and Mr. Ewing Buchan, liquidator of the Bank of Vancouver, addressed the meeting.

The following officers were elected: President, Mr. Thomas Wilson; Vice-President, Mr. A. L. McWilliams; Directors, Messrs. Parsons, Risk, Stewart, Galloway, Breeze, McHatie, Brenchley, Quinn and Thomson. Messrs. Roy & Dinning were reappointed managers.

## ANNUAL SUBSCRIPTION

Canada \$2.00. Great Britain 8/-  
United States and other countries \$2.50

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